CAS genesisWorld

xRM and CRM for small and medium-sized companies

CAS
SOFTWARE

» With CAS genesisWorld we have a standard solution for all our customer information. We have the flexibility to customize the windows and design our own objects. And CAS's API gives us the option of connecting our CRM to our post graduation platform. «

Dirk van der Zee, IT manager

e-WISE
Good To Know

Industry sector

Education, Care

Requirements

- Centralized database for all customers

- Mobile use on tablets, smartphones

- Web service/ API enabling connections with e-learning databases

- Overview of all customer contracts, including pre expiry messages so that customers can renew their contracts

- Call center functionality which includes note taking during phone calls

- Integrates with financial software, Management reports

- Selection functions making it easier to contact prospective customers

Benefits and advantages

- Better customer service using the customer dossier with an all-round 360° view of all correspondence, telephone calls, seminar, etc.

- Easier to feed information into the customer dashboard via the integration with our own software

- Major time savings when registering customer information, so employees can use the time for other tasks

- Easy to use Form & Database Designer to create our own objects, tabs and fields in the CRM database

- Improved controlling – can now check project status anytime

CAS genesisWorld

Project data

- CAS genesisWorld

- Module: Form & Database Designer, Geomarketing, Report Manager and Report Client

Customer

- E-WISE, www.e-wise.nl

- Our goal is to ensure that the best possible information and education is available to care professionals. E-WISE uses the Internet to find this information as quickly as possible for this target group

- Employees: 50

- E-WISE B.V., was founded in 2002, E-WISE GmbH was founded in 2016

CAS genesisWorld

- Professional customer management

- Supports internal processes, increases efficiency

- Specially designed for the requirements of SMEs

- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers

- Excellent price-performance ratio

- Flexible, easy to integrate, extendable

- Established product – winner of multiple awards

- Over 200 CRM specialists provide on-site support

- Being used successfully by more than 20,000 companies

Contact and consulting

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CAS CRM
A SmartCompany of CAS Software AG
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